



ARTS AND PUBLIC MEDIA 2018-2019 Grant Guidelines & Application Instructions

Deadline: December 19, 2018 11:59 PM



The mission of the California Arts Council, a state agency,
is to advance California through the arts and creativity.

Learn more at www.arts.ca.gov

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California Arts Council



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Purpose: The California Arts Council (CAC), a state agency, was established in January 1976 to encourage artistic awareness, participation, and expression; to help independent local groups develop their own arts programs; to promote employment of artists and those skilled in crafts in the public and private sector; and to enlist the aid of all state agencies in the task of ensuring the fullest expression of our artistic potential.

The Council: The appointed Council of the CAC consists of 11 members who serve staggered terms. The Governor appoints nine members, the assembly Speaker appoints one member, and the Senate President pro Tempore appoints one member. Council members serve without salary, elect their own officers, and meet throughout the state to encourage public attendance. This body sets policy and has final approval of CAC grants.

Mission: Advancing California through the arts and creativity.

Vision: The CAC envisions a California where the lives of all Californians are enriched by access to and participation in a diverse spectrum of arts and cultural experiences and the arts ecosystem reflects contributions from all of California's diverse populations.

Funding: The CAC is a state agency, funded from the state's annual budget process and proceeds from the California Arts License Plate and the Keep Arts in Schools tax return voluntary contribution fund, supplemented by funds from the National Endowment for the Arts. Its grants are usually matched by foundations, individuals, earned income, government agencies, or other organizations.

Information Access: Due to the Public Records and Open Meeting Acts, applications and their attachments are not confidential and may be requested by the media and/or public. Meeting dates and locations are posted at www.arts.ca.gov. Observers may attend but may not participate in, or in any way interfere with, Council meetings. Each meeting provides a designated time for public comment, although comments may be time-limited.

Grant Process: Applications are evaluated by panels of experts, recognized in their respective fields, who rank applications according to program criteria. The CAC staff provides information but not recommendations to the panel. The Council reviews panel recommendations before making final funding decisions. CAC staff is responsible for grant contract administration after Council approval. In dire or unexpected circumstances, CAC reserves the right to make exceptions to any policy or procedure on a case-by-case basis.

Requirements: The CAC is mandated both by federal and state regulations to fund only organizations that have proof of nonprofit status under sec. 501(c)(3) of the Internal Revenue Code (Fiscal Receivers are eligible in some programs), or under sec. 23701d of the California Revenue and Taxations Code, or entities that are a unit of government; and that comply with the Civil Rights Acts of 1964, as amended; sec. 504 of the Rehabilitation Act of 1973, as amended; the Age Discrimination Act of 1975; the Drug-Free Workplace Act of 1988; California Government Code secs. 11135-11139.5 (barring discrimination); the Fair Labor Standards Act, as defined by the Secretary of Labor in part 505 of title 29 of the Code of Federal Regulation; the Americans With Disabilities Act of 1990 ("ADA"); the Fair Employment and Housing Act; and the Personal Responsibility and Work Opportunity Reconciliation Act of 1996.

Ownership, Copyrights, Royalties, Credit: The CAC does not claim ownership, copyrights, royalties, or other claim to artwork produced as a result of a CAC grant. However, the CAC reserves the right to reproduce and use such material for official, noncommercial purpose, including but not limited to use on the CAC website, social media and print materials. In addition, the CAC requires documentation of grants activity, and appropriate credit for CAC partial support.

ARTS AND PUBLIC MEDIA
2018-19 GRANT GUIDELINES
DEADLINE: December 19, 2018 11:59 PM
Apply at calartscouncil.smartsimple.com
Up to \$18,000
Grant Activity Period: 6/1/2019-5/31/2020



Background and Purpose

The **Arts and Public Media (APM)** program supports projects by **nonprofit media organizations*** that build public awareness and support for the arts in California. This grant program is rooted in the California Arts Council's (CAC) belief that the arts are a central component of daily life. It aims to contribute to a vision where the arts are accessible to all, reflect contributions from all of California's diverse populations, and foster civic engagement.

An evaluation project and subsequent report titled "Nonprofit Media Coverage of the Arts in California: Challenges and Opportunities" informed the CAC's approach to supporting nonprofit media organizations in California, specifically as it relates to projects covering arts and culture.

The purpose of this grant program is to support the production and programming of **multiplatform media projects**. Supported projects engage Californians with authentic local stories and experiences centered on the value of arts, culture, and creative expression. *Multiplatform media projects* refer to content that is delivered across multiple media channels instead of a single delivery platform.

Examples of project types include, but are not limited to, presentation, distribution, exhibition, and preservation activities:

- Production of podcasts, television programs, short documentary or narrative film series, or web series that highlights California's artists, cultures, and creative expression
- Creation of print, electronic, or graphic media projects that are produced primarily for public exhibition, installation, and/or use
- Film/video/audio/print media festivals and associated public programming that include artists, critics, and/or scholars, are open to the general public, and demonstrate meaningful community engagement
- Curated series, exhibitions, installations, screenings and associated programming featuring any genre of art that uses radio, television, film, print media, or other media to create meaningful community experiences
- Distribution of electronic media, film, and technology-related artworks

Eligibility

- The applicant must be a California-based **nonprofit media organization*** or local arts agency or unit of government managing a local public media station, with a two-year history of arts programming prior to the time of application.

**A nonprofit entity that has a primary activity and mission of disseminating information to the general public or a specific community through a newspaper, magazine, zine, or other publication; or radio, podcast, television, cable television, or other medium of mass communication.*

- All applicant organizations must be consistently engaged in arts programs and/or services for two years prior to the application deadline.
- All applicant organizations must have a principal place of business in California.
- The applicant must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code, or must be a unit of government, including California Native or Indigenous tribal governments.
 - **Fiscal Sponsors:** An applicant without nonprofit status may use a California-based Fiscal Sponsor with a federal 501(c)(3) designation to conduct work on a not-for-profit project. The Fiscal Sponsor will provide the fiscal and administrative services needed to complete the grant. **If a grant is awarded, the Fiscal Sponsor becomes the legal contractor.** The Fiscal Sponsor must also demonstrate consistent arts services or programming in California for a minimum of two years prior to the application deadline. See additional information on the use of [CAC Fiscal Sponsors](#).
 - Applicants using Fiscal Sponsors must submit all required materials for the Fiscal Sponsor at the time of application.
- All applicants must submit all required application materials and information at the time of submission. Incomplete applications are ineligible and will not be reviewed by the panel. Please see Application Instructions for all required materials and information.
 - For all programs that require a CAC DataArts Funder Report, two years of data must be included in DataArts profile and report.

Program Goals

Projects should address the following Arts and Public Media program goals:

- Demonstrate the impact and benefits of arts, culture, and creative expression through professional media storytelling and/or reporting.
- Activate community partner(s) from various arts and media, and non-arts and non-media sectors.
- Foster community dialogue and engagement through innovative multiplatform arts-and-culture-based project activities, including but not limited to radio or television broadcast, digital media, interactive strategies, and/or live public events.
- Feature California and/or California-related artists and arts organizations, community arts projects, and/or arts education initiatives.

Project Requirements

- The applicant must develop and complete a project addressing the program's purpose by May 31, 2020. All activities to be funded by the CAC must occur within the Grant Activity Period (see Timeline).
- The project must include detailed timeline indicating a thoughtful approach to engaging the community, as well as space, time, and equipment requirements. Involve appropriate California media professionals (producer, director, writer, designer, reporter, etc.) as needed.
- The project must be an expansion of an existing project or a new project (i.e., grant does not support ongoing operational costs or general underwriting).

- The project must be a multiplatform media project that includes more than one method of content distribution and/or engagement.
- Fees for individual artists and/or arts workers to be supported by this grant must be appropriate to experience and comparable to fees for other local skilled workers.
- **Accessibility:** The CAC is committed to making the arts accessible and inclusive for all Californians. All CAC-funded programs, services, information, and buildings and facilities where funded activities take place must be accessible. Please see Page 3: Requirements for more information.

Eligible Request Amounts

- Applicant organizations can request up to \$18,000.
- The total request for the Arts and Public Media program cannot exceed 50% of an organization's total operating revenue from the last completed fiscal year, as it appears in the DataArts Funder Report.

Funding Restrictions

- The total of all application requests in FY18-19 cannot exceed 50% of an organization's total operating revenue from the last completed fiscal year. If applying for one or more CAC grants in a grant cycle, the total amount requested cannot exceed 50% of what is reflected in the organization's Total Operating Revenue line in the DataArts Funder Report.
- Applicants to this program are not restricted from applying for and receiving additional CAC program grants as long as those funds are used for different projects and purposes. To meet this criterion, applicants must demonstrate that projects:
 - Serve primarily different groups of people
 - Take place in different spaces, times, and/or contexts
 - Achieve fundamentally distinct programmatic outcomes
- Neither the award nor the match may be used to supplant state-funded expenses.

Matching Funds

All grant recipients must provide a dollar-for-dollar (1:1) match for the APM grant. A cash match may be from corporate or private contributions, local or federal government, or earned income. State funds cannot be used as a match. If applying for multiple CAC grants in a single fiscal year, distinct funds must be identified to meet the matching requirement for each grant application. The applicant must indicate whether matching funds are projected, pending or committed.

In-Kind Match:

Use of in-kind contributions as a portion of the match is intended to support organizations that may not have the financial capability to provide a 1:1 cash match, but demonstrate the capacity to carry out the activities in the grant application with other sources of support. In-kind contributions are non-cash donations provided by **third parties** for which monetary value can be determined. In-kind contributions **may** be used for up to 50% of the required (1:1) match.

- In-kind contributions may be in the form of space; pro bono consultancy, training or services; supplies; and other expendable property that are given free of charge to the organizations.
- **In-kind contributions may only be provided by third parties.**
- In-kind contributions by state entities are ineligible.

In-kind contributions must be reflected as an expense in the grant application budget. Applicant organizations must accurately document and report in-kind contributions in their DataArts Funder Report. See additional information on [CAC In-kind Contributions](#).

If you have any questions about in-kind contribution documentation or eligibility, please contact the Arts Program Specialist. See staff assistance below.

What the CAC Does Not Fund

- Individuals (as applicants)
- Hospitality or food costs
- State agencies (as applicants)
- Federal agencies (as applicants)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Fundraising activities or services such as annual campaigns, fundraising events, or grant writing
- Programs or services intended for private use, or for use by restricted membership
- Projects with religious purposes
- Operational, administrative or indirect costs of schools, colleges, or universities, or any activities that are part of the curricular base of these institutions
- Trusts, endowment funds or investments
- Capital outlay, including construction projects or purchase of land and buildings
- Equipment
- Debt repayment
- Out-of-state travel
- Expenses incurred before the start date or after the ending date of the grant activity period
- Lobbying activities that are intended to influence the actions, policies, or decisions of government officials or specific legislation

Application Process

Applications will be available online through the CAC's online grants management system at calartscouncil.smartsimple.com. Only applications submitted through the system by the deadline will be accepted. More information can be found on the [Application Resources page](#) of the CAC website.

Review Criteria

The peer review panel will evaluate applications based on the following criteria:

- **Project Design and Implementation:** Project design indicates realistic timeline, appropriate budget, clear artistic and community-based objectives, and achievable goals. Design includes methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and marketing.
- **Artistic and Professional Merit:** California media professionals are involved at every stage of the project design and execution and demonstrate skills, expertise, and experiences that are central to the goals of the project and program.
- **Community Impact:** Project demonstrates reach and/or depth of engagement in a defined community. Project is responsive to the community to be served. Project execution and evaluation involve significant community participation in accordance with the identified program goals and project requirements.
- **Management and Leadership:** Ability of applicant organization to implement proposed project is clearly demonstrated. Overall fiscal and managerial health of applicant and partnering organizations is evident.

Peer Panel Evaluation and Ranking Process

The panel's review of applications and work samples is a multi-step process and involves assigning numerical ranks (1-6) to an application. Panelists' ranks are averaged to obtain the final score. Final ranking and funding allocations may be made according to the first decimal place within each rank as necessary.

For each of the rankings listed below, the description refers to the complete content of the application as submitted by the applicant.

6	Exemplary	Meets all of the review criteria to the highest degree possible
5	Strong	Meets all of the review criteria in a significant manner
4	Good	Meets all of the review criteria to some extent; however, areas of the application need improvement, development, or clarification
3	Marginal	Does not meet the majority of the review criteria in a significant manner
2	Weak	Significant inadequacies in addressing review criteria; proposals that do not meet the project requirements or grant program goals
1	Ineligible	Incomplete applications, applications that do not meet eligibility criteria. Former grantee organizations not in compliance with CAC grant requirements.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. After receiving and reviewing the peer panel's ranking recommendations, the Council will consider the panel's recommendations and make final funding decisions at a public meeting.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from the peer review panel.

Depending on the amount of funds available and the number of applicants, the Council will decide which ranks receive funding, and for what percentage of the applicant's request amount.

Should a grant award be made for an amount less than the request amount, the applicant will be required to agree to complete what is described in the application with a lesser grant award than the original request in the grant contract. CAC staff is responsible for grant contract administration after Council approval.

Timeline

December 19, 2018 11:59 PM	Application deadline (online)
May 2019	Funding decisions
May 2019	Funding notifications
June 1, 2019 – May 31, 2020	Grant Activity Period
June 30, 2020	Final Report deadline

Grantee Requirements

Grantees must comply with all requirements as stipulated in the grant agreement including but not limited to the following:

- Grantees are required to carry out activities consistent with the application approved for funding. Requests to make changes to funded activities require prior written approval from CAC staff. Requests for changes are considered on a case-by-case basis; approval is not guaranteed.
- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include—with your approved grant agreement—photocopies of signed letters that you have sent to the Governor and your State Senate and Assembly representatives thanking them for your grant.
- Use the CAC logo on all printed, electronic materials and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- Credit the CAC on all printed and electronic materials: *"This activity is funded in part by the California Arts Council, a state agency."*
- Reports summarizing grant-funded activities and accomplishments will be required.

Appeal Process

Appeals to CAC funding decisions must be submitted on an official Appeal Form, available from the CAC, and postmarked within 45 days of the decision. Appeals are granted only on the following grounds:

1. Panel's assessment was based on a misstatement of factual information as contained in the application such that it negatively influenced the panel's recommendation; and/or
2. Incorrect processing of the required application material such that it negatively influenced the panel's assessment of the applicant's request for funding.

Note: Dissatisfaction with award denial or with award amount is not grounds for appeal.

Staff Assistance

CAC staff is available to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. People who are Deaf, Hard of Hearing, have difficulty speaking, or who are Deaf Blind may dial 711 to reach the California Relay Service (CRS). Large print is available upon request.

Hilary Amnah, Arts Program Specialist

hilary.amnah@arts.ca.gov

(916) 322-6502

FY18-19 ARTS AND PUBLIC MEDIA Grant Application Instructions



Application Instructions
DEADLINE: December 19, 2018 by 11:59 PM

All grant applications must be submitted in the California Arts Councils online grants management system, calartscouncil.smartsimple.com.

Please refer to [CAC Registration Information](#) for additional guidance.

Please have the following information and documentation prepared prior to beginning your registration:

- Applicant Organization Federal EIN (or that of Fiscal Sponsor, if applicable)
- Applicant Organization DUNS Number (or that of Fiscal Sponsor, if applicable), obtainable from the [Dun and Bradstreet Request Service](#) website
- Applicant Organization contact information, including business address, mailing address (if different), county name, phone and fax number (if available), and website
- Number of years Applicant Organization has engaged in arts programming
- Year Applicant Organization began arts programs and/or services
- Organizational mission statement and purpose
- Brief summary of Applicant Organization's core programs and services

Application Checklist:

Required Support Materials:

- **Artistic Work Samples:** Please include up to three samples of artistic work providing evidence to the quality of the artists associated with this project. Images, audio, and video (links) should be recent, relevant and related to your proposed project.
- **Additional Work Samples:** Please provide up to two PDF documents that best portray your organization and its work. These may include press materials, flyers, brochures, programs, newsletters, and other marketing pieces generated within the past two years.
- **SMU DataArts Funder Report:** The California Arts Council requires all applicants to complete two Cultural Data Profiles (CDP) through SMU DataArts (formerly the Cultural Data Project) and generate a Funder Report to include with their application. The Funder Report will be used to assess your organization's fiscal health and activities. You will need two years of financial and programmatic data to fill out your CDPs. To complete this part of your submission, log in to the [SMU DataArts](#) website. See DataArts Instructions below for step-by-step instructions.
- **Payee Data Record (STD 204)**

Required Support Materials for Fiscally Sponsored Applications:

- Legal name of Fiscal Sponsor Organization
- Fiscal Sponsor Organization Federal EIN
- Fiscal Sponsor Organization DUNS Number
- Fiscal Sponsor Organization executive leader's name, phone number, and email
- Fiscal Sponsor Organization mailing address
- Number of years the Fiscal Sponsor Organization has been engaged in arts programming and/or services
- A brief description of the history of the Fiscal Sponsor Organization's arts programming and/or services
- An IRS 990, 990-EZ or 990-PF form for the Fiscal Sponsor Organization; no other types of 990 forms will be accepted
- A Letter of Agreement between the Applicant Organization and the Fiscal Sponsor Organization confirming their understanding of and compliance with the [CAC Fiscal Sponsor Policy](#)
- Payee Data Record (STD 204)

Please refer to the [CAC Fiscal Sponsor Policy](#) for additional information.

Application Questions:

The following questions will be asked on the application:

Narrative Questions:

- Provide a detailed description of your proposed project. Be sure to include the following: *(2500 characters)*
 - Brief overview of the project's media and community-based activities
 - Description of how the project is an expansion of an existing project(s) or a new project
 - California and/or California-related artists and arts organizations, community arts projects, and/or arts education initiatives that will be featured in the project
 - How community members will be engaged in the project
 - How California media professionals will be engaged in the project
 - Space, time, and equipment requirements for the project
- Provide a detailed timeline for the activities that will occur within the Grant Activity Period. Convey a sense of the arc of the project from beginning, through the middle, to the end. *(2000 characters)*
- Describe the multiplatform media components of the project that include more than one method of content distribution and/or engagement. *(1500 characters)*
- Describe how this project activates community partners from various arts and media, and non-arts and non-media sectors. *(2000 characters)*
- How does this project foster community dialogue and engagement through innovative multiplatform arts-and-culture-based project activities? *(1500 characters)*

- How does this project demonstrate the impact and benefits of arts, culture, and creative expression through professional media storytelling and/or reporting? *(2000 characters)*
- Provide a brief biography for each key individual (artistic, technical, or administrative) involved in this project. Include name, title, whether to be supported by CAC funds, experience as it relates to this project, and role within the proposed activities. *(2500 characters)*
- Describe efforts to ensure accessibility and inclusion. Consider both personnel and participants, where applicable. *(1500 characters)*

Quantitative Questions:

- Number of hours broadcast on radio, television, cable, web or other digital networks

Budget Tables:

You will be required to submit a line-item project budget, including anticipated matching funds. Please refer to What the CAC Does Not Fund within the program guidelines to ensure that all line items are eligible expenses.

You will also be required to fill out a Source of Match table, indicating sources and status of all matching funds (i.e., Projected, Pending, Confirmed).

SMU DataArts Instructions:

Follow these instructions to complete a Cultural Data Profile (CDP) and Funder Report:

1. Go to the SMU DataArts website and use the orange login button to access your DataArts account. If your organization does not yet have a SMU DataArts account, choose the “Create an account” link to register.
2. Create and complete two CDPs, one for each fiscal year. Enter data using your board-approved financial audit/review or year-end financial statements.
 - a. If your organization is not audited/reviewed, enter data using your board-approved, year-end financial statements.
 - b. If your organization is an arts program/department within a larger institution, enter data based on internal financial statements of the arts program/department and indicate that you have a [parent organization](#) when selecting your organization type on the Customize Your Survey screen.
 - c. DO NOT enter project budgets, budgets for future years, or incomplete or not-yet-approved audits/reviews/financial statements.
3. Some errors may be triggered as you enter financial data, and you will be able to review and resolve them as you work on your survey. Select the “Check and Complete” button to run a final, comprehensive error check when you are finished entering data, and correct any errors that may arise at that time. If you need assistance, call the SMU DataArts Support Center at 1-877-707-3282.

4. After you have finished entering and completing your two fiscal year surveys, you will then use your CDP data to generate a Funder Report to be included with your application materials.
 - a. Go to Funder Reports and Grants and search for California Arts Council. Find the grant program which you will apply to, select the “View” dropdown, then “Submit Data” to share your data with California Arts Council. A PDF Funder Report will then generate. **Once you have run your report from SMU DataArts, download, save, then upload your Funder Report below.** You can also find a video of step-by-step instructions [here](#).

Applicant Organizations should direct questions concerning the CDP or Funder Report to:

SMU DataArts Support Center:

Toll Free: (877) 707-3282

Email: help@culturaldata.org

The Support Center is available Monday – Friday from 6:00 AM to 5:00 PM PST.

SMU DataArts website: <https://culturaldata.org>

Application Assessment:

Panelists may consider any aspect of an application when ranking for each review criteria, including but not limited to the Areas of Assessment indicated below.

Review Criteria #1: Project Design and Implementation

Areas of Assessment:

- Narrative and quantitative questions
- Project budget

Review Criteria #2: Artistic and Professional Merit

Areas of Assessment:

- Key personnel bio(s)
- Artistic work samples
- Additional work samples

Review Criteria #3: Community Impact:

Areas of Assessment:

- Narrative and quantitative questions
- Additional work samples

Review Criteria #4: Management and Leadership

Areas of Assessment:

- Narrative and quantitative questions
- Key personnel bio(s)
- SMU DataArts Funder Report
- Project budget
- Overall completeness and accuracy of application submission